

<b>POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS</b>	<b>Application Number</b>	09/828,257
	<b>Filing Date</b>	April 6, 2001
	<b>First Named Inventor</b>	Louis D. Giacalone, Jr.
	<b>Title</b>	SYSTEM FOR ELECTRONICALLY...
	<b>Art Unit</b>	2154
	<b>Examiner Name</b>	Hareesh N. Patel
	<b>Attorney Docket Number</b>	83336.1790

I hereby revoke all previous powers of attorney given in the above-identified application.

☐ A Power of Attorney is submitted herewith.

**OR**

☒ I hereby appoint Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

66880

**OR**

☐ I hereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

Practitioner(s) Name	Registration Number

Please recognize or change the correspondence address for the above-identified application to:

☒ The address associated with the above-mentioned Customer Number.

**OR**

☒ The address associated with Customer Number: 66880

**OR**

<input type="checkbox"/> Firm or Individual Name			
Address			
City	State	Zip	
Country			
Telephone	Email		

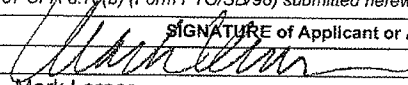
I am the:

☐ Applicant/Inventor.

**OR**

☒ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith or filed on \_\_\_\_\_

**SIGNATURE of Applicant or Assignee of Record**

Signature		Date	5/29/2009
Name	Mark Lerner	Telephone	
Title and Company			

**NOTE:** Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☒ \*Total of 4 forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Louis D. Giacalone, Jr.

Application No./Patent No.: 09/828,257/7,136,906

Filed/Issue Date: April 6, 2001/October 25, 2006

Titled: SYSTEM FOR ELECTRONICALLY DISTRIBUTING, DISPLAYING AND CONTROLLING THE PLAY SCHEDULING OF ADVERTISING AND OTHER COMMUNICATIVE MEDIA

Bally Gaming, Inc., a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☐ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %); or
3. ☒ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Louis D. Giacalone, Jr. To: Adspace Networks, Inc.

The document was recorded in the United States Patent and Trademark Office at  
Reel 013401, Frame 0594, or for which a copy thereof is attached.

2. From: Louis D. Giacalone, Jr. To: Coolsign Media, Inc.

The document was recorded in the United States Patent and Trademark Office at  
Reel 015865, Frame 0438, or for which a copy thereof is attached.

3. From: Coolsign Media, Inc. To: Clarity Visual Systems, Inc.

The document was recorded in the United States Patent and Trademark Office at  
Reel 015889, Frame 0055, or for which a copy thereof is attached.

☒ Additional documents in the chain of title are listed on a supplemental sheet(s).

☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Mark Lerner  
Signature

Mark Lerner

Printed or Typed Name

5/29/2009  
Date

Secretary

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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SUPPLEMENTAL SHEET

## Statement Under 37 CFR 3.73(b)

Chain of Title continued:

4. From: Adspace Networks, Inc.  
To: Clarity Visual Systems, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 018364, Frame 0842.
5. From: Clarity Visual Systems, Inc.  
To: Partners For Growth II, L.P.  
The document was recorded in the United States Patent and Trademark Office at Reel 017823 Frame 0947.
6. From: Clarity Visual Systems, Inc.  
To: Silicon Valley Bank  
The document was recorded in the United States Patent and Trademark Office at Reel 018231, Frame 0711.
7. From: Cornell Acquisition Corporation  
To: Clarity Visual Systems, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 021679, Frame 0023.
8. From: Clarity Visual Systems, Inc.  
To: Cornell Acquisition Corporation  
The document was recorded in the United States Patent and Trademark Office at Reel 021719 Frame 0543.
9. From: Silicon Valley Bank  
To: Clarity Visual Systems  
The document was recorded in the United States Patent and Trademark Office at Reel 018358, Frame 0118.
10. From: Cornell Acquisition Corporation  
To: Clarity, A Division of Planar Systems, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 021679, Frame 0026.
11. From: Clarity, A Division of Planar Systems, Inc.  
To: Bank of America, N.A.  
The document was recorded in the United States Patent and Trademark Office at Reel 019892, Frame 0967.

**SUPPLEMENTAL SHEET****Statement Under 37 CFR 3.73(b)**

12. From: Partners For Growth II, L.P.  
To: Clarity Visual Systems, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 019628, Frame 0479.
13. From: Clarity, A Division of Planar Systems, Inc.  
To: Bally Gaming, Inc.  
The document was recorded in the United States Patent and Trademark Office at Reel 021861, Frame 0259.
14. From: Planar Systems, Inc.  
Clarity, A Division of Planar Systems, Inc.  
To: CS Software Holdings LLC  
The document was recorded in the United States Patent and Trademark Office at Reel 022093, Frame 0579.